

WHAT IS CLAIMED IS:

- 1 1. A method for determining a relevancy of an ad to a request, the method
2 comprising:
 - 3 a) accepting local time of interest information associated with the request;
 - 4 b) comparing the accepted local time of interest information associated
5 with the request with local time of interest targeting information associated
6 with the ad to generate a comparison; and
 - 7 c) determining the relevancy of the ad using at least the comparison.
- 1 2. The method of claim 1 wherein the request further includes search terms, and
2 wherein the act of determining the relevancy of the ad further uses a
3 comparison of keyword targeting associated with the ad and the search terms.
- 1 3. The method of claim 1 wherein the request further includes document
2 relevance information, and
3 wherein the act of determining the relevancy of the ad further uses a
4 comparison of ad relevance information and the document relevance information.
- 1 4. The method of claim 1 wherein the local time of interest information includes
2 at least one of (a) at least one local time-of-day, (b) at least one local time-of-day
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least
4 one local date range, (f) at least one local day-of-week range, and (g) at least
5 one local season.
- 1 5. The method of claim 1 wherein the local time of interest information is end
2 user local time information.
- 1 6. The method of claim 5 wherein the request further includes search terms, and

2 wherein the act of determining the relevancy of the ad further uses a
3 comparison of keyword targeting associated with the ad and the search terms.

1 7. The method of claim 5 wherein the request further includes document
2 relevance information, and
3 wherein the act of determining the relevancy of the ad further uses a
4 comparison of ad relevance information and the document relevance information.

1 8. The method of claim 5 wherein the end user local time information includes at
2 least one of (a) at least one local time-of-day, (b) at least one local time-of-day
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least
4 one local date range, (f) at least one local day-of-week range, and (g) at least
5 one local season.

1 9. A method for determining a score of an ad, the method comprising:
2 a) accepting local time of interest information associated with a request;
3 b) determining whether the ad has local time of interest price information
4 corresponding to the local time of interest information accepted; and
5 c) if it is determined that the ad has local time of interest price information
6 corresponding to the local time of interest information accepted, then
7 determining the score using at least the local time of interest price
8 information.

1 10. The method of claim 9 wherein the local time of interest information includes
2 at least one of (a) at least one local time-of-day, (b) at least one local time-of-day
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least
4 one local date range, (f) at least one local day-of-week range, and (g) at least
5 one local season.

1 11. The method of claim 9 wherein the act of determining a score further uses at
2 least ad performance information.

1 12. The method of claim 9 wherein the act of determining a score further uses at
2 least local time of interest ad performance information.

1 13. The method of claim 5 wherein the local time of interest information is end
2 user local time information.

1 14. The method of claim 13 wherein the end user local time information includes
2 at least one of (a) at least one local time-of-day, (b) at least one local time-of-day
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least
4 one local date range, (f) at least one local day-of-week range, and (g) at least
5 one local season.

1 15. The method of claim 13 wherein the act of determining a score further uses
2 at least ad performance information.

1 16. The method of claim 13 wherein the act of determining a score further uses
2 at least end user local time ad performance information.

1 17. A method for determining a score of an ad, the method comprising:
2 a) accepting local time of interest information associated with a request;
3 b) determining whether the ad has local time of interest performance
4 information corresponding to the local time of interest information
5 accepted; and
6 c) if it is determined that the ad has local time of interest performance
7 information corresponding to the local time of interest information
8 accepted, then determining the score using at least the local time of
9 interest performance information.

1 18. The method of claim 17 wherein the local time of interest information
2 includes at least one of (a) at least one local time-of-day, (b) at least one local
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,

4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)
5 at least one local season.

1 19. The method of claim 17 wherein the act of determining a score further uses
2 at least ad price information.

1 20. The method of claim 17 wherein the act of determining a score further uses
2 at least local time of interest ad price information.

1 21. The method of claim 17 wherein the local time of interest information is end
2 user local time information.

1 22. The method of claim 21 wherein the end user local time information includes
2 at least one of (a) at least one local time-of-day, (b) at least one local time-of-day
3 range, (c) at least one local date, (d) at least one local day-of-week, (e) at least
4 one local date range, (f) at least one local day-of-week range, and (g) at least
5 one local season.

1 23. The method of claim 21 wherein the act of determining a score further uses
2 at least ad price information.

1 24. The method of claim 21 wherein the act of determining a score further uses
2 at least end user local time ad price information.

1 25. Apparatus for determining a relevancy of an ad to a request, the apparatus
2 comprising:
3 a) an input for accepting local time of interest information associated with
4 the request;
5 b) means for comparing the accepted local time of interest information
6 associated with the request with local time of interest targeting
7 information associated with the ad to generate a comparison; and

8 c) means for determining the relevancy of the ad using at least the
9 comparison.

1 26. The apparatus of claim 25 wherein the request further includes search
2 terms, and
3 wherein the means for determining the relevancy of the ad further uses a
4 comparison of keyword targeting associated with the ad and the search terms.

1 27. The apparatus of claim 25 wherein the request further includes document
2 relevance information, and
3 wherein the means for determining the relevancy of the ad further uses a
4 comparison of ad relevance information and the document relevance information.

1 28. The apparatus of claim 25 wherein the local time of interest information
2 includes at least one of (a) at least one local time-of-day, (b) at least one local
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)
5 at least one local season.

1 29. The apparatus of claim 25 wherein the local time of interest information is
2 end user local time information.

1 30. The apparatus of claim 29 wherein the request further includes search
2 terms, and
3 wherein the means for determining the relevancy of the ad further use a
4 comparison of keyword targeting associated with the ad and the search terms.

1 31. The apparatus of claim 29 wherein the request further includes document
2 relevance information, and
3 wherein the means for determining the relevancy of the ad further use a
4 comparison of ad relevance information and the document relevance information.

1 32. The apparatus of claim 29 wherein the end user local time information
2 includes at least one of (a) at least one local time-of-day, (b) at least one local
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)
5 at least one local season.

1 33. Apparatus for determining a score of an ad, the apparatus comprising:
2 a) an input for accepting local time of interest information associated with
3 a request;
4 b) means for determining whether the ad has local time of interest price
5 information corresponding to the local time of interest information
6 accepted; and
7 c) means for determining the score using at least the local time of
8 interest price information if it is determined that the ad has local time of
9 interest price information corresponding to the local time of interest
10 information accepted.

1 34. The apparatus of claim 33 wherein the local time of interest information
2 includes at least one of (a) at least one local time-of-day, (b) at least one local
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)
5 at least one local season.

1 35. The apparatus of claim 33 wherein the means for determining a score further
2 use at least ad performance information.

1 36. The apparatus of claim 33 wherein the means for determining a score further
2 use at least local time of interest ad performance information.

1 37. The apparatus of claim 33 wherein the local time of interest information is
2 end user local time information.

1 38. The apparatus of claim 37 wherein the end user local time information
2 includes at least one of (a) at least one local time-of-day, (b) at least one local
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)
5 at least one local season.

1 39. The apparatus of claim 37 wherein the means for determining a score further
2 use at least ad performance information.

1 40. The apparatus of claim 37 wherein the means for determining a score further
2 use at least end user local time ad performance information.

1 41. Apparatus for determining a score of an ad, the apparatus comprising:
2 a) an input for accepting local time of interest information associated with
3 a request;
4 b) means for determining whether the ad has local time of interest
5 performance information corresponding to the local time of interest
6 information accepted; and
7 c) means for determining the score using at least the local time of
8 interest performance information if it is determined that the ad has local
9 time of interest performance information corresponding to the local time of
10 interest information accepted.

1 42. The apparatus of claim 41 wherein the local time of interest information
2 includes at least one of (a) at least one local time-of-day, (b) at least one local
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)
5 at least one local season.

1 43. The apparatus of claim 41 wherein the means for determining a score further
2 use at least ad price information.

1 44. The apparatus of claim 41 wherein the means for determining a score further
2 use at least local time of interest ad price information.

1 45. The apparatus of claim 41 wherein the local time of interest information is
2 end user local time information.

1 46. The apparatus of claim 45 wherein the end user local time information
2 includes at least one of (a) at least one local time-of-day, (b) at least one local
3 time-of-day range, (c) at least one local date, (d) at least one local day-of-week,
4 (e) at least one local date range, (f) at least one local day-of-week range, and (g)
5 at least one local season.

1 47. The apparatus of claim 45 wherein the means for determining a score further
2 use at least ad price information.

1 48. The apparatus of claim 45 wherein the means for determining a score further
2 use at least end user local time ad price information.